Electronic Media

(Rs. in crores)

Year	No. of advertisements issued to Radio	No. of advertise-ments issued to TV Channels	Total number of advertisements	Amount incurred
2003-04	39338	8532	47870	25.00
2004-05	67551	25352	92903	30.39
2005-06	83070	50076	133146	63.12

Violation of the new guidelines

1703. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have found that *prima facie* some channels have flouted the new guidelines;

(b) if so, the details thereof;

(c) the action taken so far; and

(d) the steps being taken to implement and review the present guidelines?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) As per the new policy guidelines for downlinking of television channels and guidelines for uplinking from India issued on 11.11.2005 and 2:12.2005, respectively, permissions have been issued to various companies to downlink TV channels in India and uplink TV channels from India. None of the channels has flouted the new guidelines. However, certain instances of violation of Programme and Advertising Code under the Cable Television Network Act have been brought to the notice of the Government.

(b) to (d) All programmes of satellite TV channels transmitted or re-transmitted through cable service are required to adhere to the provisions of the Programme/Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The provisions of the Codes are available at website *www.mib.nic.in.* With a view to look

into the violation of the Codes, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act. The Committee either *suo-motu* or on receipt of complaints, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel. Till date 203 show cause notices have been issued against 83 TV channels for violation of the Codes. Other actions like warnings have been issued to 23 channels, 13 channels have been warned and asked to run an apology scroll, 1 channel has been taken off the air and advisory issued to 4 channels. Govt. has constituted a committee to review the Programme and Advertising Codes and the Guidelines under Cinematograph Act.

New cable rates

1704. SHRI RAMDAS AGARWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether TRAI has revised new cable rates at the rate of Rs. 5 per months as MRP for pay channels in "CAS" areas and Rs. 77 for 30 free-to-air channels from January, next year;

(b) whether it is a fact that TRAI's rate is on higher side as compared to the pay channel rate of Rs. 1 in Pakistan, when Pakistan has only 4 million cable homes and in India we have 62 million;

(c) if so, whether Government propose to reduce the above mentioned rates; and

(d) whether TRAI has also stipulated any time bound complaint redressal system so that if complaints are not redressed within stipulated time, the viewer should get a refund in his monthly subscription?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Yes, Sir. Telecom Regulatory Authority of India (TRAI) has issued a tariff order on 31.8.2006 for CAS areas, which among other things, has fixed a ceiling on MRP for pay channels at Rs. 5/-/month/connection excluding taxes, and a tariff of Rs. 77/month/connection, excluding taxes for basic service tier which include a minimum of 30 Free to Air Channels.